

ORDER



Orders

Order / Rev: 705301

Alt Order #: 06267278

Product Desc: NRCC-IE 2012

Estimate: 2954

Flight Dates: 10/19/12 - 10/25/12

Original Date / Rev: 09/25/12 / 09/25/12

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: National Media Research Planning/ PC

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: NRCC-IE

Demographic: A35+

Product Codes: PL-State/Local,IS-Issue/Non

Priority: P-1

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	38	\$58,850.00	\$50,022.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$58,850.00	\$50,022.50	0.00
Totals	38	\$58,850.00	\$50,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/19/12	10/19/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$3,000.00		0.00			
2	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$1,300.00		0.00			
3	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$800.00		0.00			
4	WKYC	10/19/12	10/19/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$300.00		0.00			
5	WKYC	10/19/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--			1			\$850.00		0.00			

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Advertiser: NRCC-IE
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 Estimate: 2954

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
	DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1			\$1,400.00			0.00			
7	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
	TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1			\$1,800.00			0.00			
8	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
	TONITE SHW-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$1,300.00			0.00			
9	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
	ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$800.00			0.00			
10	WKYC	10/22/12	10/22/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
	CH 3 NEWS 430A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$300.00			0.00			
11	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
	CH3 NEWS SUNRS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$850.00			0.00			
12	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
	DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$1,400.00			0.00			
13	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
	TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$1,800.00			0.00			
14	WKYC	10/22/12	10/22/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
	VOICE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1			\$10,000.00			0.00			
15	WKYC	10/20/12	10/20/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
	CH 3 NWS AT 11														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$3,000.00			0.00			
16	WKYC	10/20/12	10/20/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
	CH 3 NWS AT 6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$2,500.00			0.00			
17	WKYC	10/20/12	10/20/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
	CASH EXPLOSION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$800.00			0.00			
18	WKYC	10/21/12	10/21/12		CM	6-630p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00

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Advertiser: NRCC-IE
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sun 6-630p Channel 3 News at 6p SUN															
CH3 NWS@6 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$2,500.00		0.00			
19	WKYC	10/21/12	10/21/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,800.00		0.00			
20	WKYC	10/25/12	10/25/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,300.00		0.00			
21	WKYC	10/25/12	10/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$800.00		0.00			
22	WKYC	10/25/12	10/25/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$300.00		0.00			
23	WKYC	10/25/12	10/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$850.00		0.00			
24	WKYC	10/25/12	10/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,400.00		0.00			
25	WKYC	10/25/12	10/25/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,800.00		0.00			
26	WKYC	10/23/12	10/23/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,300.00		0.00			
27	WKYC	10/23/12	10/23/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$800.00		0.00			
28	WKYC	10/23/12	10/23/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$300.00		0.00			
29	WKYC	10/23/12	10/23/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$850.00		0.00			
30	WKYC	10/23/12	10/23/12		CM	5p-6p	-T-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00

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WKYC

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				M-F 5-6p Dr. Phil												
				DR. PHIL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-T-----	1		\$1,400.00		0.00							
31	WKYC	10/23/12	10/23/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00	
				TODAY SHW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-T-----	1		\$1,800.00		0.00							
32	WKYC	10/24/12	10/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00	
				CH 3 NWS AT 11												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$3,000.00		0.00							
33	WKYC	10/24/12	10/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00	
				TONITE SHW-NBC												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$1,300.00		0.00							
34	WKYC	10/24/12	10/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--W----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00	
				ELLEN												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$800.00		0.00							
35	WKYC	10/24/12	10/24/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00	
				CH 3 NEWS 430A												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$300.00		0.00							
36	WKYC	10/24/12	10/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00	
				CH3 NEWS SUNRS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$850.00		0.00							
37	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00	
				DR. PHIL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$1,400.00		0.00							
38	WKYC	10/24/12	10/24/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00	
				TODAY SHW												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$1,800.00		0.00							
													Totals	38	\$58,850.00	